

SWOT ANALYSIS

Strength(S):

- West Bengal is the fourth largest state in terms of total population. Hence it is a very big market for any kind of food item. Variety of people's taste and inhabitants of different religious and religion make this state a major attraction for the new entrepreneur who want to build or invest on new food processing industries. So here the large versatilities of demand on food encourage the entrepreneur to set up their units.
- The state has six different Agro Climatic zones namely Northern Hill, Terai-Tista Alluvial, Gangetic Alluvial, Vindhyan Alluvial, Coastal Saline and Undulating Red and Lateritic. Considerable area covered under Gangetic Alluvial which make the state 1st in terms of total vegetable production in the country. West Bengal is a state where agriculture has been taken as a main business for most of the rural people. The huge agricultural production every year will never let down food processing industries. In the year 2009-10 the agriculture sector contributed around 18.70% to the state's gross domestic state product (GSDP).
- Having a metro city Kolkata in West Bengal the transportation system within West Bengal is conducive for food industries especially for the perishable food industries. The following important national and state high ways are passed through different districts and Kolkata as well:

National Highway	State highway
NH 55	SH 12
NH 31	SH 2
NH 34	SH 3
NH 117	SH 2
NH 2	SH 8
NH 6	SH 1

- 4 divisions of Indian Railways
 - 2 airports at Bagdogra and NSCBI, Kolkata. There are proposals for new airports.
 - 2 river ports at Kolkata and Haldia. Another seaport is proposed.
 - It has international boundaries with Nepal, Bhutan and Bangladesh with ICPs through export/import takes place.
- In West Bengal there are 476 cold storage facilities out of which 382 no. of potato cold storages and 52 no. of multipurpose cold storages with total storage capacity of 54 lakh M.T.

56 no. of milk chilling plants are operating in the State. Fruits, vegetables, fish, milk and meat processing Units have already started operating in the State and processing units on UHT treated milk, frozen meat, alcoholic beverages, and ready to eat food products are in the pipe line.

- The power situation in West Bengal is favourable for industries.
- Twelve food parks are currently being set up in the State: two at Siliguri and Malda in North Bengal, Sankrail (Howrah), Haldia, Shankarpur (Purba Medinipur), Chakgeria, Sultanpur and Kakdwip (South-24Parganas), Nazat (North-24Parganas), Kandua (Howrah), Dankuni (Hoogli) and Murshidabad in South Bengal. Proposal for setting up of new food parks and Mega Food Parks as also terminal markets and auction centers are on the anvil.

Weakness (W):

- Unavailability of right kind of raw material in terms of variety, shape and size
- Return from Agriculture land is less attractive in terms of yield per acre.
- Small units or less developed food industries do not get much attention and it becomes tough for them to survive in the competitive market.
- Lack of adequate quality control and testing methods as per international standards
- Inefficient supply chain due to a large number of intermediaries
- High requirement of working capital.
- Inadequately developed linkages between R&D labs and the industry.

Opportunity (O):

- West Bengal holds 1st rank in Rice production, 2nd in Potato production in India. Among fruits Pineapple, Litchi, mango and many more fruits are famous in India. So a cluster or hub on a specific food can be built up.
- The government is actively seeking investment in the food processing and agribusiness industries.
- Agro Food Parks have the ability to integrate the Food Value Chain, which is the fundamental step to take Agriculture to Agribusiness.
- Rising disposable incomes and increasing urbanization mean higher-value processed foods are likely to experience strong growth rates.
- The immense size of West Bengal's population and landmass ensure that market maturity is a distant prospect.
- Setting of food parks for providing added incentive to develop Greenfield projects
- Rising income levels and changing consumption patterns
- Favourable demographic profile and changing lifestyles
- Integration of development in contemporary technologies such as electronics, material science, bio-technology etc. offer vast scope for rapid improvement and progress

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- Opening of global markets

Threats(T):

- Attractive incentive policies from other states
- Changing policies of imported countries regarding quality control
- Change of character of land throughout the country
- Development of high yielding varieties by other countries